

**AMENDMENTS TO THE CLAIMS**

The listing of claims below replaces all prior versions of claims in the application.

1. – 25. (Cancelled)

26. (New) A digital broadcast receiving device, comprising:

receiving means for receiving a digital broadcasting signal that carries data representing advertising information and geographical area information for the advertising information;

means for providing position data representing the position of the digital broadcast receiving device in response to reception by the device of a transmission signal from a transmitter; and

selection means for selecting, in accordance with the position data and the geographical area information, advertising information received by the receiving means to be supplied to an output means.

27. (New) A digital broadcast receiving device according to claim 26, wherein the device is arranged to receive a transmission signal with a Global Positioning System receiving circuit.

28. (New) A digital broadcast receiving device according to claim 26 or claim 27, wherein the device is arranged to receive a transmission signal with a beacon receiving circuit.

29. (New) A digital broadcast receiving device according to claim 26, further comprising a memory for storing advertising information.

30. (New) A digital broadcast receiving device according to claim 29, wherein the device has a mode of operation in which the advertising information selected by the selecting means is stored in the memory.

31. (New) A digital broadcast receiving device according to claim 29 or claim 30, in which the memory is also for storing geographical area information and wherein the device has a mode of operation in which the selection means is arranged to select advertising information stored in the memory.

32. (New) A digital broadcast receiving device according to claim 26, further comprising message output means for outputting a message indicating the existence of advertising information selected by the selecting means.

33. (New) A digital broadcast receiving device according to claim 32, wherein the message output means comprises a speech synthesis circuit.

34. (New) A digital broadcast receiving device according to claim 32, wherein the message output means comprises an on-screen display means.

35. (New) A digital broadcast receiving device according to claim 32, wherein the message output means comprises a light emitting diode.

36. (New) A digital broadcast receiving device according to claim 26, which is arranged to supply the selected advertising information to the output means in response to the reception of a timing signal.

37. (New) A digital broadcast receiving device according to claim 26, which is arranged to supply the selected advertising information to the output means at a predetermined timing.

38. (New) A digital broadcast receiving device according to claim 26, further comprising:  
program providing means for providing program information to be supplied to the output means; and

means for judging whether information currently being provided by the program providing means is a commercial appended to a program, the device being arranged to supply the selected advertising information to the output means if it is so judged.

39. (New) A digital broadcast receiving device according to claim 26, having a mode of operation in which the advertising information selected by the selection means is supplied to the output means simultaneously with its selection.

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40. (New) A digital broadcast receiving device according to claim 26, further comprising  
output means for outputting at least one of video and audio.